

CURRICULUM VITAE



►Zakarya ElBaba

Date of Birth: April 24, 1976

Place of Birth: Saida, Lebanon

Nationality: Lebanese

Marital Status: Married, with 3 children

Phone: 00966 50 4466064

E-mail: zakarya.elbaba@gmail.com

Skype: zakaryababa

Employment Record

Al Hokair Group:

Jeddah, Saudi Arabia

Area Director of Commercial-Western Province

**** October 2020 -Present:***

Holiday Inn Gateway Jeddah 180 rooms, Holiday Inn Al Salam Jeddah 350 rooms, Holiday Inn Al HAMra Hotel Jeddah 253 rooms, Novotel Yanbu 100 rooms, Hotel Mena Plaza Al Taef 80 rooms.

Responsibilities:

- *Responsible and accountable for the sales, marketing, banquet and reservations departments.*
- *Manage a team of 18 employees including sales, marketing, banquet & reservation. Coach and guide them to ensure the targets are met.*
- *Developing the sales plan and strategy for the properties. Plan and manage its implementation.*
- *Coordinate with the Area General Manager to achieve rooms and banquet budget.*

Holiday Inn Jeddah Gateway (IHG) (Al Hokair Group):

Jeddah, Saudi Arabia

Director of Sales & Marketing

**** June 2018 -October 2020:***

180 rooms, 3 outlets, 1 ballroom, 6 meeting rooms.

Responsibilities:

- *Responsible and accountable for the sales, marketing, banquet and reservations departments.*
- *Manage a team of 10 sales managers including 2 coordinators on a daily basis. Coach and guide them to ensure the targets are met.*
- *Developing the sales plan and strategy for the property. Plan and manage its implementation.*
- *Coordinate with the General Manager to achieve rooms and banquet budget.*

Quick Sell for Real Estate Marketing Services:

Owner & Founder

Beirut-Lebanon

*** Aug 2017 –June 2018:**

Responsibilities:

- *Providing marketing assistance for real estate developers and individuals.*
- *Develop and explore unique ways to grow the business with clients*

Sofitel Jeddah Corniche (Luxury Hotel-Pre Opening):

Jeddah, Saudi Arabia

Director of Sales & Marketing

*** April 2016 -July 2017:**

191 rooms, 4 outlets, 2 ballrooms, 1 auditorium, 2 lounges & 11 meeting rooms.

Responsibilities:

- *Responsible and accountable for the sales, marketing & banquet departments.*
- *Manage a team of 9 sales managers including 2 coordinators on a daily basis. Coach and guide them to ensure the targets are met.*
- *Developing the sales plan and strategy for the property. Plan and manage its implementation.*
- *Coordinate with the General Manager, Director of Revenue and the Director of Events to achieve rooms and banquet budget.*

Erbil Rotana Hotel:

Erbil, Kurdistan, Iraq

Director of Sales

*** March 2014-April 2016:**

201 rooms- 6 meeting room including the ball room and 4 outlets. Best hotel in Iraq for the last 3 years.

Responsibilities:

- *Responsible and accountable for the sales targets of the property.*
- *Manage a team of 5 sales managers on a daily basis. Coach and guide them to ensure the targets are met.*
- *Developing the sales plan and strategy for the property. Plan and manage its implementation.*
- *Coordinate with the General Manager, Director of Revenue and the Director of Events to achieve rooms and banquet budget.*

Sheraton Jeddah Hotel & Resorts

Jeddah, Saudi Arabia

Director of Sales & Marketing

*** August 2008- August 2013:**

242 rooms in 2 distinct areas. (1) Main hotel in Jeddah city, 131 rooms, (2) Sheraton Resorts in Obhor beach area 30km North of the city, 111 rooms. 3 restaurants, 6 meetings rooms & ballroom.

Responsibilities:

- *Responsible and accountable for the sales & marketing targets of the property.*

- *Manage a team of 4 sales managers and marketing executive on a daily basis. Coach and guide them to ensure the targets are met.*
- *Developing the sales and marketing plan and strategy for the property. Plan and manage its implementation.*
- *Coordinate with the General Manager to deliver specific hotel marketing projects such as direct marketing, production of sales collateral and advertising campaigns. Ensuring full compliance with all Starwood Marketing programs.*

Achievements:

- *Realigned and structured the sales team to better approach the market and better track the accounts.*
- *Explored new markets and opportunities through a different way of selling the resorts and performing sales calls in non-traditional Jeddah markets such as Istanbul, Kuwait and China.*
- *Despite major ongoing renovations the main hotel had double digit revpar increases in 2008 & 2009. Through tapping into new markets resort Revpar increased over 25% both in 08 & 09. Overall 2009 was the best GOP and GOP% year for the hotel complex in its current operation.*

Sheraton Dammam Hotel & Towers

Dammam, Saudi Arabia

Deputy Director of Sales & Marketing

**** November 2006 - July 2008:***

284 guest rooms, 5 food & beverage outlets, 8 meeting rooms.

Responsibilities:

- 1. In charge of a set of key accounts and key prospect accounts, and ensure the targets are met.*
- 2. Direct the sales activities for the Sales Executives to ensure that they meet the set revenue and production targets.*
- 3. Meet with guests from major producers / organizers of big events staying in the hotel to ensure customer satisfaction.*
- 4. Ensuring the training needs of sales staff are carried out & training programs are designed and implemented to meet needs.*
- 5. Assisting the DOS&M in the business and marketing plans.*

Achievements:

- *Captured 3 big prospect accounts from the competitors (Saudi Oger, Arabian Trading supplies & Saudi Xerox) in addition to the small accounts.*
- *Increased the ADR for the top accounts by 10 % (Amiantit & Zahid Tractor etc..).*

Sheraton Jeddah Hotel & Resorts

Jeddah, Saudi Arabia

Sales Manager

**** April 2005- October 2006***

Responsibilities:

- 1. Develop and strengthen new and existing corporate business for the hotel.*
- 2. Complete monthly sales reports and assist the Director of Sales and Marketing with the formulation of the Sales and Marketing Plan.*

Radisson SAS Hotel Yanbu

Yanbu, Saudi Arabia

Front Office Manager

**** March 2003 - March 2005***

167 guest rooms, 2 outlets and 2 meeting rooms.

Radisson SAS Martinez Hotel

Beirut, Lebanon

Management Trainee

**** February 2002 - February 2003***

185 guest rooms. 4 outlets, 3 meeting rooms and ballroom

Management trainee in various areas (Front Office, Food Service, Sales & Marketing, Accounting)

Education and Training

Starwood Programs, Training & Experience:

- Most Starwood management and sales courses including Leading Starwood
- KAM Cork training
- SPB champion at Sheraton Dammam hotel
- SIMS, Startrack training
- Very familiar with all Starwood Marketing Programs
- Very familiar with E-Commerce business and the Starwood approach
- Sheraton Service Culture Training 1 & 2
- Computer literate including Opera front Office, Fidelio sales & catering , all the
- Usual Microsoft programs and photo shop
- PC & IT Six Sigma Training
- SS1 Training with IHG
- Participated in Starwood EAME Sales Conference 2011 in Munich.
- Hot academy/ Project Management

Academic Background

- *Saidon High School from 08/11/94 until 30/06/97*
- *Strategic Thinking (E-cornel course)*
- *Scenario planning (E-cornel course)*

Languages

Arabic : Mother Tongue

English : Fluent

Driving Licenses

Lebanese -UAE- KSA